

## HAPPENINGS IN AND ABOUT TOWN

PLEADS SANITY  
IN ADVERTISING

H. Walton Heegstra in Strong  
Appeal to Ad-Sell League  
on Service.

Speeches filled with valuable information for advertising men were given in a most entertaining manner Thursday night before the Ad-Sell league by H. Walton Heegstra and H. J. Kenner. The former made a plea for sanity in advertising and for closer cooperation between selling forces and advertising men. The latter explained the work of the national vigilance committee showing how the committee seeks to secure accuracy and efficiency in advertising and to secure greater confidence on the part of the consumer toward the advertiser.

The occasion for the speeches was the regular monthly banquet of the Ad-Sell league held at the Oliver hotel. There was a large attendance of members of the league in addition to 35 members of the selling force of the Engman-Matthews Range Co., who were present as guests to hear the speeches. Among the favors distributed to the banquet were hand-somely engraved cards containing the pictures of the officers of the league, the committee chairman and the department chairman, and also copies of the "Ad-Sell News," a small sheet filled with items of interest to the organization. The cards were prepared by the graphic arts department, the plates being furnished by J. R. McErlain of the South Bend Engraving Co., and the printing by L. P. Hardy.

Sec'y DeHaven announced eight new members since the last banquet. The announcement was also made that on Jan. 25 the annual Ad-Sell frolic would be held under the management of W. W. Dunkle and W. R. Armstrong. The meeting was presided over by C. R. Stevenson.

Approves Methods. Mr. Heegstra spoke on the subject of "The Fundamentals of Successful Retail Advertising." He took occasion to speak approvingly of the manner in which the Ad-Sell league had distributed its membership in departments for the more efficient conduct of its work. There was great need, he held, for more efficient methods in all lines of business, especially now that there was tremendous prosperity in all lines which would continue to grow steadily at least until the close of the war.

The speaker suggested that American manufacturers had been almost too prosperous and had not found it necessary to "scratch" for a living as had European manufacturers. He pointed out how the former were lax in the handling of details, particularly now when they were seeking to secure the trade of South America. In reference to that trade, he showed how the business men of the United States had sought to use their own judgment in making sales to South American countries, whereas Germany had always given the South American consumer just what he wanted and in the way that he wanted it. The American dealer, he explained, was only now learning to advertise in a manner intelligent to the South American customer.

Speaking of advertising at home, Mr. Heegstra urged that the advertiser treat his news in the manner that the newspaper treats the news of the day. His argument, in substance, was that the time had passed when it would pay an advertiser to create conditions for "yellowing" when he had nothing to "sell" about. Advertising should be done purely from the standpoint of service to the customer. Clerks should be thoroughly conversant with the selling points of an article and should be able to sell through impressing customers with the service to be had from any article advertised. Home concerns could better meet the competition of mail order houses if their clerks would display the same grade of salesmanship as displayed in the mail order catalogues.

Every advertisement should be specific and should bring to the attention of the consumer the points of quality and service which are now being demanded in a greater degree than ever before. The speaker held that more care should be exercised in complaining about so-called untruthful advertising, inasmuch as it

## Get What You Want

If You Want to Rent Your House or Flat

Use News-Times Want Ads.

If You Want to Get Cash for Your Surplus Clothing

Use News-Times Want Ads.

If You Want to Secure a Good Cook, Maid, a Girl for General Housework

Use News-Times Want Ads.

Then you'll

## Get What You Want

THE NEWS-TIMES

"A Good Paper for Results."

is difficult for anyone to be a judge of the value of a product handled by another. Values he showed to be variable and often established by circumstances not easily defined or controlled. Advertising should be timely and clerks should be able to help cash in on the advertising by making timely suggestions to the customer.

## Fork For Truthfulness.

Mr. Kenner, secretary of the national vigilance committee of the Associated Advertising Clubs, pointed out how the work of the committee was not so much to coerce untruthful and recalcitrant advertisers as to cooperate with them in such a manner as to secure accuracy and truthfulness. Experience had shown, he said, that it was seldom necessary for the committee to resort to the law in order to gain this end.

It was explained how a local bureau with a paid secretary could have the aid of the national committee in meeting local conditions. The matter, he said, was handled from an economical standpoint with the idea that what is economically sound is morally sound. Through the organization of the national committee it is possible to secure evidence in reference to any advertised product and thus bring pressure to bear in breaking down such advertising as tends to repel patronage and to demoralize the general business of a community. The work of the committee, as summed up by the speaker, is simply the work of waging war on waste and inefficiency.

FRANKLIN SCHOOL  
PUPILS IN BAZAR

Various Booths Operated by School  
Children—To Show Movies  
Today, on Life of Christ.

Pupils of the Franklin school gave a successful bazar in the school Thursday evening and the features of the evening were of a varied nature. Miss Krussell and Miss Margaret Schreyer had charge of the candy booth; Mrs. Mitchell presided at the fortune teller's booth; Miss Marie Curtis and Miss Konzen were keepers of the Santa Claus grab bag. Miss Estelle Carothers took charge of the fancy work and an aeroplane was operated by Miss Leva Ritter and Miss Ann DuShane. Refreshments were served.

This afternoon colored slides of the life of Christ will be given for the pupils. As the slides appear verses from the Bible will be given as follows: "Annunciation," John Kelley; "Nativity," Ellen Rose; "Adoration of Shepherds," Lucille Mead; "Mazi Guided by Star," Howard Johnson; "Presentation in Temple," Carl Smith; "Flight into Egypt," Edith Quick; "Christ Discussing with Doctors," Mary Anderson; "Baptism of Christ," Nina Cantrell, and "Light of the World," J. Ashley Keith, Jr.

## REHEARSE XMAS SONGS

Public and Parochial School Children Practice at High School.

Children of the fifth, sixth, seventh and eighth grades of the public and parochial schools held their first rehearsal of the songs they will sing in the Christmas tree celebration at the high school Thursday afternoon. E. D. Lloyd, one of the members of the music committee, was in charge. The eighth grade chorus, consisting of 200 voices, practiced separately from the other children. Kaley and Franklin school pupils were unable to attend the rehearsal, owing to Christmas programs at the schools, but they will take part in the celebration.

POINT OUT VALUE  
OF ORGANIZATION

400 Workingmen Hear  
Speeches on How Best to  
Attain Ideal Ends.

The value of organization as the most effective way of uplifting the working man, was emphasized by all three of the speakers who addressed an audience of about 400 working men at the high school auditorium Thursday evening. The meeting was held under the auspices of the Central Labor union.

John Busse, an organizer of the International Association of Machinists, delivered the principal speech of the evening. He traced the development of organization from the time when the savages decided that they could combat the elements by combining, to the present time, when every government and business is organized to the highest degree.

"The failure of the English army," said Mr. Busse, "is due to England's wanton and willful disregard for the health and welfare of her workers, while the reason that Germany has so long been able to combat the armed forces of the other great powers in Europe is that since the time of Bismarck, Germany has taken care of her workers. She has had the workmen's compensation laws, old age pensions, and less unemployment than any other country in Europe. "Any industry that forces its workers to labor for more than eight hours a day stands condemned in the light of human intelligence. An eight-hour day means more time for education and recreation, and means a decrease in unemployment. In the last seven months 18,000 machinists in New England alone have been given the eight-hour day with no loss in pay."

Harry Leckler of Fort Wayne, another organizer of the machinists' union, spoke on local conditions in regard to machinists. According to his statement, the local workers are receiving from 15 to 40 cents less an hour for their labor than companies in other parts of the country are paying. He spoke against a preparedness program that would enrich the munition manufacturers without giving the workers any share of the profits from the increased business.

J. Henderson, vice-president of the local machinists' union, told of the dependence of the city of South Bend on its working people, who are helping make South Bend world famous.

DONATE QUARTERS FOR  
WARSAW CIVIC CLUB

N. P. Bowsher Co. Makes Possible  
for Community Work  
to be Done.

Regular community center work for the Warsaw Civic club has been made possible by the N. P. Bowsher Co., which has granted the club the use of one of its buildings near the Sample st. playground. At a meeting of the club Thursday night at the Sample portable school 35 members were appointed on a house committee to get the building ready for indoor baseball, basket ball and volleyball.

F. B. Barnes, municipal director of recreation, talked on what could be done to make the place attractive for use as a community center. Miss Rosa Krause of the recreation department talked on the games that may be played in the building.

FOWLER DENIES HIS  
CONNECTION WITH PLOT

E. ROBERT FOWLER.

NEW YORK.—H. Robert Fowler, ex-congressman from Illinois, and counsel for the Labor's National Peace council, which it is alleged was used as an instrument by Frank Rintelen, through his agent, David Lamar, to stir up labor troubles in munition factories in this country, has demanded a retraction of the statement connecting him with much activities, made by U. S. Dist. Atty. Marshall.

## Political Gossip

That there will be a happy wedding in the same court which witnessed its divorce in 1912, is the picture being presented by cartoonists who have found a muse in the Chicago convention of the republican party, June 7, 1916. After four years of determined and aggressive courtship, the ringmasters of the g. o. p. political show see a fusion of the rings and a great two-circle attraction where three were to be seen before. There are the side-shows, but the big tent is the attraction at this time.

Of course, there are those progressive wielders of the artistic pen who boomerang a bit by depicting a shabby and much bandaged elephant waiting at the church.

Throwing his support to the candidacy of Harry S. New, Walter Olds of Fort Wayne has withdrawn from the republican contest for the nomination for United States senator from Indiana.

"You're a saloonkeeper, aren't you?" asked an Indianapolis barber of a portly patron Thursday.

"No," replied the chair's occupant.

"Seems to me I've shaved you before," continued the barber, but the customer replied firmly in the negative.

Then some one told the barber that his portly patron was only Gov. Ralston.

Homer Hazen, editor of the Booneville Enquirer, and Mayor Bosse of Evansville, have been mentioned as possible candidates for the democratic congressional nomination from the first district, following the announcement of Rep. Charles Lieb of Elkhart, that he would not again be a candidate.

That Illinois is for Sherman and that the middle west is for preparedness, was the crux of Mayor William Hale Thompson's message to New Yorkers on his return from the capital and the recent meeting of the republican national committee.

"As indicated in this news service a year ago, there will likely be four voluntary retirements from congress by members of the Indiana delegation at the end of his term. Adair and Morrison are already out with such announcements that there will be two more in the near future," says a Washington dispatch. With Charles Lieb of Elkhart a third, considerable speculation arises as to the fourth.

Ninth district democrats are boosting Bertie Rule of Jackson township for the congressional nomination. Rule is joint representative in the state legislature of Carroll, Howard and Miami counties. The report comes from Delphi.

According to an Indianapolis dispatch, J. W. Harrison of Attica is being boomed for the democratic gubernatorial nomination. J. Kirby Risk is said to be the man he is after. The same dispatch carries the rumor that Risk will withdraw from the race, and a statement from Frank Dailey that he is not a candidate for the governorship.

"I have a political intention," says Dailey, "and it is to stay out of politics."

Dailey Thursday sent to Washington his resignation from the district attorneyship.

Revival of the "Wide Awakes," a political organization which did much for Abraham Lincoln during his race for the presidency, is the plan of Lawrence Y. Sherman campaign managers. The whole country is to be made acquainted with "the man who looks like Lincoln" by this organization. William J. Calhoun, United States minister to China during the Taft administration, has been chosen to nominate Sherman in the republican convention June 7.

John F. Devine, Jr., a member of the Howell, Jones & Devine law firm, is being sought as a primary candidate for either the prosecutorship or the joint senatorship by St. Joseph county republicans.

## FOUND GUILTY.

Stanley Bujarski was found guilty of bastardy charges preferred against him by Stella Duszynska yesterday afternoon in circuit court. The defendant was sentenced to pay \$250 to the plaintiff for the support of the child, the money to be paid in installments. Deputy Prosecutor Samuel Schwartz represented the state.

## CHILD KILLED IN FALL.

KNOX, Ind., Dec. 17.—A three-year-old son of Charles G. Scholz fell from a highchair Thursday, breaking his neck.

Read NEWS-TIMES Want Ads

**HELLER SAYS  
"OAK IT'S OAK"**

Read NEWS-TIMES Want Ads

**PUBLIC DRUG STORE**  
WHERE YOUR  
CHRISTMAS DOLLAR  
BUYS MOST

Crowds! Crowds! are Flocking to the Grand Leader  
Eager to Share in these Wonderful Xmas Gift Bargains

Special Friday and Saturday Bargains from our

## GREAT CHALLENGE SALE

Only 7 days to Xmas and Here is a Sale that is a Blessing in Disguise. SHOP EARLY

## \$2.00 VELVET SHAPES

Genuine Silk Velvet Shapes, in new 1915 styles only. Choice at 29c

## TRIMMED HATS

Up to \$3 values. Ladies' beautiful trimmed hats, all new styles, at 50c

\$2 French Ostrich Plumes . . . 69c  
\$5 Silk Velvet Shapes at . . . \$1.49  
Child's \$1.50 Trimmed Hats . . . 25c  
Child's \$3 Fur Sets at . . . \$1.98  
Women's 50c Silk Hose . . . 39c  
35c Unbreakable Dolls at . . . 21c

SALE OF MEN'S 75c SILK  
NECKWEAR

Four-in-hand styles; large flowing ends, featured slide-bands, all colors put up in Xmas boxes. challenge Sale at 39c

**MEN'S \$3.00 BATH ROBES**  
Genuine Beacon Blanket Bath Robes in beautiful range of patterns, at \$1.98

**MEN'S 75c XMAS SETS**  
Containing Suspenders, Tie, Kerchief, Hose and Tie Clasp, at 38c

MEN'S FINEST \$1.00 AND \$1.25  
DRESS SHIRTS

Coat cut, attached laundered cuffs; beautiful new designs, at 65c

**\$1 UNION SUITS**  
for men; in heavy and med. weight, ribbed Union Suits, at 69c

**MEN'S 25c Heavy Silk Hose** at . . . 19c  
**50c President Suspenders in Holiday box** . . . 39c  
**\$1.50 Heavy Wool Flannel Shirts** at . . . 98c  
**MEN'S 50c Underwear**, all styles, at . . . 33c  
**MEN'S \$1.50 Best Work Pants** at . . . 98c  
**MEN'S \$1.50 Dress Kid Gloves** at . . . 98c  
**MEN'S 20c Best Lisle Hose** at . . . 12c  
**75c Box of 6 Xmas Kerchiefs** at . . . 49c

## Catalogue of Xmas Suggestions for Quick Buying

19c	39c	69c	89c
Up to 50c Jewelry Novelties at . . . 19c	Women's 50c and 75c Boudoir Caps . . . 39c	Child's \$1.00 Wool Sweaters at . . . 69c	Women's \$1.50 Flannel Kimonos . . . 89c
Men's 25c Heavy Wool Sox . . . 19c	Women's 65c Warm Gowns at . . . 39c	Women's \$1 Finest Corsets at . . . 69c	Infants' \$1.50 White Dresses at . . . 89c
Child's 35c Flannel Sleepers at . . . 19c	Boys' 50c Blouse Waists at . . . 39c	Boys' \$1.00 Wool Pants at . . . 69c	Men's or Ladies' \$1.50 Umbrellas . . . 89c
25c Box of 3 Xmas Handkerchiefs at . . . 19c	Men's 50c Hose, 3 in Box . . . 39c	Women's \$1.00 Fleece Union Suits . . . 69c	Women's \$1.50 Flannel Gowns . . . 89c
Kleinert's 25c Stork Pants at . . . 19c	Boys' and Girls' Hockey Caps . . . 39c	Women's \$1 Flannel Gowns at . . . 69c	Men's \$1.50 Flannel Union Suits . . . 89c
Infants' 25c Ruben's Vests, all sizes . . . 19c	75c Chiffon Auto Scarfs at . . . 39c	Men's \$1 Railroad Overall at . . . 69c	Men's \$1.50 Flannel Pajamas at . . . 89c
Child's 25c Wool Gloves at . . . 19c	Women's 50c Kimono Aprons at . . . 39c	Infants' \$1.00 Silk Bonnets at . . . 69c	\$1.50 Eiderdown Carriage Robes . . . 89c
Infants' 35c Wool Booties at . . . 19c	Child's 75c School Dresses at . . . 39c	Women's \$1 Sateen Petticoats at . . . 69c	Ladies' \$1.50 Kid Gloves at . . . 89c
Men's 25c Police Suspenders at . . . 19c	Men's Best 50c Work Shirts . . . 39c	Women's \$1 Sateen Petticoats at . . . 69c	Men's \$1.50 Xmas Sets in Boxes . . . 89c
Women's 25c Burson Hose at . . . 19c	Hundreds of other gifts too numerous to compile here.	Hundreds of other wanted Xmas items at 69c. A reasonable price.	\$1.50 Hemstitched Table Cloths . . . 89c

\$2.00 LARGE  
DOLLS

24-in large size Kid Dolls, the kind that sell for \$2.

98c



**THE STORE THAT UNDERSELLS**  
**Grand Leader**  
132-34 W. Washington St. So. Bend, Ind.  
STORE OPEN FRIDAY NIGHT TILL 9 O'CLOCK



75c BOX KERCHIEFS  
Box of 6 beautiful Xmas Kerchiefs for ladies at 39c



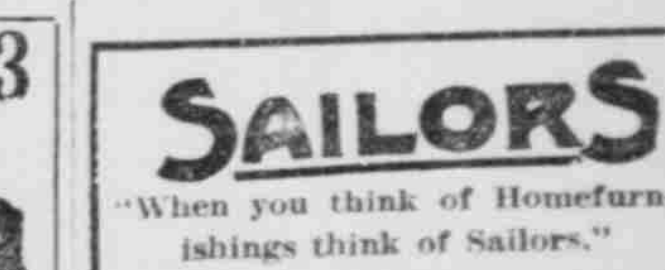
**We Can Save You One-Half on Your Dental Bill.**  
Come in and talk it over with us. Examination Free. No charge for extracting when ordering new teeth.  
Painless Extracting 50c.  
**White Dental Parlors**  
111 West Washington Ave. Over Herr's Book Store.  
Lady Attendant.  
Open Tuesday, Thursday and Saturday Nights.  
Bell Phone Main 429.



**Route of the Lakes**  
Chicago, So. Bend & Northern Ind. Ry. Co. and Southern Michigan Ry. Co.  
TIME TABLE.  
Effective Sunday, Dec. 13, 1915. Subject to change without notice.  
Trains leaving South Bend, Indiana.  
East . . . . . West . . . . .  
Bound . . . . . Bound . . . . .  
5:35 a.m. . . . . 5:45 a.m. . . . .  
6:00 a.m. . . . . 6:00 a.m. . . . .  
7:00 a.m. . . . . 7:00 a.m. . . . .  
8:00 a.m. . . . . 8:00 a.m. . . . .  
9:00 a.m. . . . . 9:00 a.m. . . . .  
10:00 a.m. . . . . 10:00 a.m. . . . .  
11:00 a.m. . . . . 11:00 a.m. . . . .  
12:00 p.m. . . . . 12:00 p.m. . . . .  
1:00 p.m. . . . . 1:00 p.m. . . . .  
2:00 p.m. . . . . 2:00 p.m. . . . .  
3:00 p.m. . . . . 3:00 p.m. . . . .  
4:00 p.m. . . . . 4:00 p.m. . . . .  
5:00 p.m. . . . . 5:00 p.m. . . . .  
6:00 p.m. . . . . 6:00 p.m. . . . .  
7:00 p.m. . . . . 7:00 p.m. . . . .  
8:00 p.m. . . . . 8:00 p.m. . . . .  
9:00 p.m. . . . . 9:00 p.m. . . . .  
10:00 p.m. . . . . 10:00 p.m. . . . .  
11:00 p.m. . . . . 11:00 p.m. . . . .  
Niles Only.



**\$3 Gold Crowns Bridgework \$3**  
In South Bend 15 Years. Beautiful Gold Crowns and Bridge work, 22k, for only \$3.00. Why pay more?  
SOME OTHER PRICES:  
Set of Teeth (worth \$15) . . . \$5.00  
Gold Crowns . . . \$3.00  
Bridge Work . . . \$3.00  
Enamel Crowns . . . \$3.00  
Fillings . . . 50c  
Cleaning . . . \$2.00  
Hours: 8:30 to 5:00, Sundays 9 to 12  
**UNION DENTISTS**  
113 S. MICHIGAN ST.  
Over May's Jewelry Store.



**SAILORS**  
"When you think of Home furnishings think of Sailors."  
WHEN HELLER SAYS IT'S OAK IT'S OAK

## INDIA TEA

With a Reputation Unblemished Unquestioned Unassailable

The original exponent of pure tea; not a tardy convert

ONE TEASPOONFUL MAKES TWO CUPS.

Published by the Growers of India Tea

**Newman's**  
THE STYLE SHOP FOR WOMEN

**The White House of The Riese**  
Modern House Furnishings  
504 to 510 So. Mich. St.